



Missouri Travel Barometer
February 2018 Report
(Data available as of 03/08/18)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

February Report Highlights

Lodging Statistics: 2018 Calendar Year to Date through January

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same months last year. When compared to our surrounding, competitive states, Missouri has been performing better in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

Missouri Lodging:

Occupancy down 0.7% -- ADR up 1.6% -- RevPAR up 0.9% -- Demand up 1.3%

SIC Tourism business sales and tax collections

- SIC sales revenue numbers are unavailable during the Dept. of Revenue transition to the use of NAICs codes. Comparable NAIC sales revenue numbers should become available within the next few weeks.

Website Visits: 2018 Calendar Year to Date through February

- Total web visits (main site and mobile visits) were down 35.3% for CYTD 2018 (Jan-Feb) compared to CYTD 2017
- Total web visits to VisitMO Spotlight (blog) were down 62.7% for CYTD 2018 (Jan-Feb) compared to CYTD 2017

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2018 Calendar Year to Date through February

- There were 2,836 responses in February – a decrease of 60.3% from February 2017 (This is most likely directly related to advertising cuts due to budget withhold)
- For CYTD18, there were 5,733 responses compared to 11,805 for CYTD17, a decrease of 51.4%

Welcome Center Visits: 2018 Calendar Year to Date through February

- For CYTD 2018 the centers were down 50.4% for January - February 2018 compared to 2017
- Due to budget cuts, the Welcome Centers started closing on weekends as of August. For FYTD 2018, visits were down 37.9% compared to the same period in FYTD 2017.

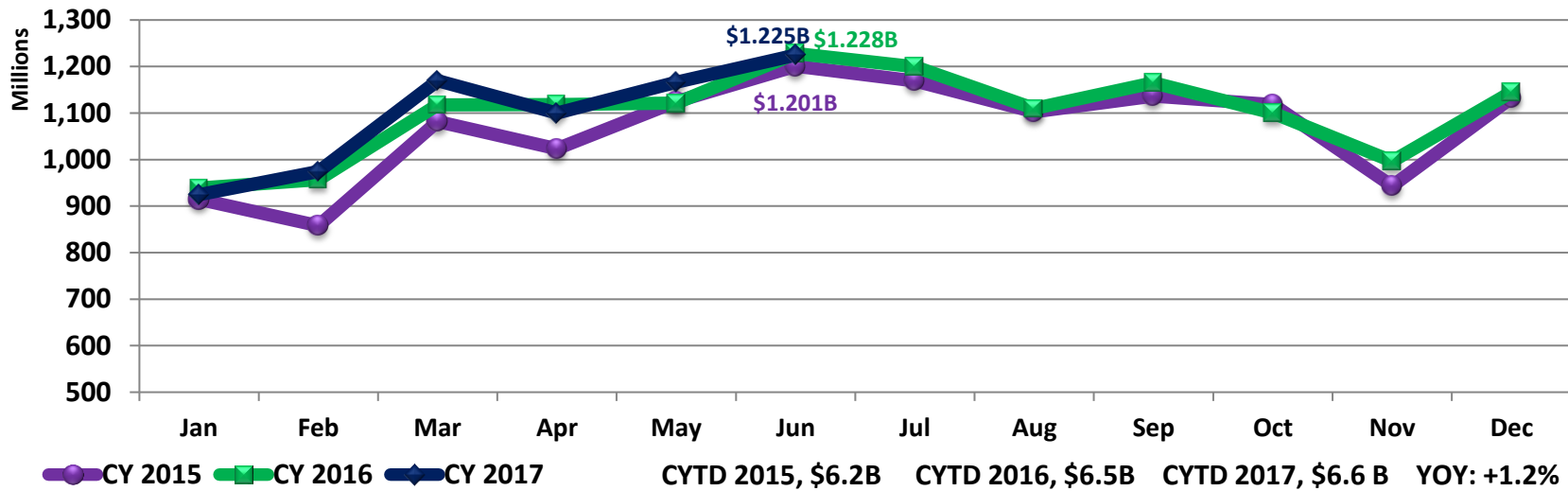
Commercial airport deplanements: 2018 Calendar Year to Date through January

- Columbia up 54.3% for January 2018 compared to the same period in 2017
- Kansas City up 3.0% for January 2018 compared to the same period in 2017
- St. Louis up 4.2% for January 2018 compared to the same period in 2017
- All airports up 5.4% for January – November 2017 compared to the same period in 2016

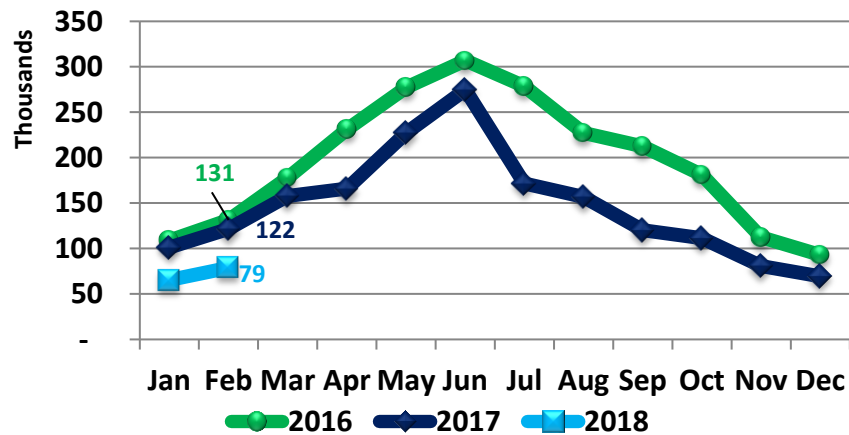
International Visits to VisitMO.com: Website Activity 2018 Calendar Year to Date through February

- For CYTD 2018, there have been 5,404 international visits to our website, down 27.9% from CYTD 2017
- Top countries viewing our website are 1. Canada, 2. United Kingdom, 3. Azerbaijan 4. India, 5. Germany, 6. France, 7. Australia, 8. Philippines, 9. Italy, 10. Mexico
- Users from Australia and France averaged the longest times per session on VisitMO, with an average of 4.0 and 3.7 minutes/session respectively. The average for all users was 2.5 minutes.

Sales Revenue from 17 Tourism SICs



Visits to VisitMO (Full & Mobile Sites) by Month



YTD Visits to VisitMO by Site

